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BMW Lobbying European Economics



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Introduction of BMW

Development and Production Network. A Basis For High Flexibility In Car Production.

PDM
BMW Group
14.05.2007



- ▶ Headquarters: Munich, Germany
- ▶ Founded: 1916
- ▶ Products: Luxury vehicles and motorcycles
- ▶ Brands: BMW, Mini, Rolls Royce, Alpina and BMW Motorrad
- ▶ Employees: 118,909
- ▶ Production: 31 locations in 15 different countries (mainly in Europe)
- ▶ Revenue: over 111 billion euros (2021)
- ▶ Sales: +9 % year on year- number one on global premium segment
- ▶ 2021 Sales: 2.5 million passenger vehicles and 194 000 motorcycles

Lobbying in Automotive Industry

Company/ Association	Expenses for lobbying in Mio. Euro	Number of accredited lobbyist	Number of lobbyists	Number of meetings with the Eu- commission
Volkswagen AG	3,13	4	19,25	81
Daimler	2,13	5	8,5	44
BMW	1,38	0	4,5	63
Verband der Automobilindu- strie (VDA)	1,63	0	13	50
Summe	8,27	9	45,25	238

https://lobbypedia.de/wiki/Verband_der_automobilindustrie

BMW In-house Lobbying

- ▶ Number of persons involved from the organisation expressed in % of working time:

100%: 6
75%: 1
50%: 0
25%: 1
10%: 8

- ▶ Full time equivalent (FTE):

7.8

Lobbyists with EP accreditation

- Mr Stephan FREISMUTH
- Ms Constanze ULRICH
- Mr Mats Stefan HILLSTROEM
- Mr Andreas Sauer
- Mr Gerhard WÖRLE
- Ms Lore LAMBRECHTS

Person in charge of EU relations

Surname: Klugescheid

First name: Andreas

Position: Leiter Politik und Außenbeziehungen, Europa, Mittlerer Osten, Afrika

BMW Lobbying via Associations

- ▶ **ACEA (Association des Constructeurs Européens d'Automobiles)**
2,500,000 - 2,749,999 € (2021)
- ▶ **ACEM (Association des Constructeurs Européens de Motocycles)**
500,000 - 599,999 € (2020)
- ▶ **VDA (Verband der Automobilindustrie)**
800,000 - 899,999 € (2020)

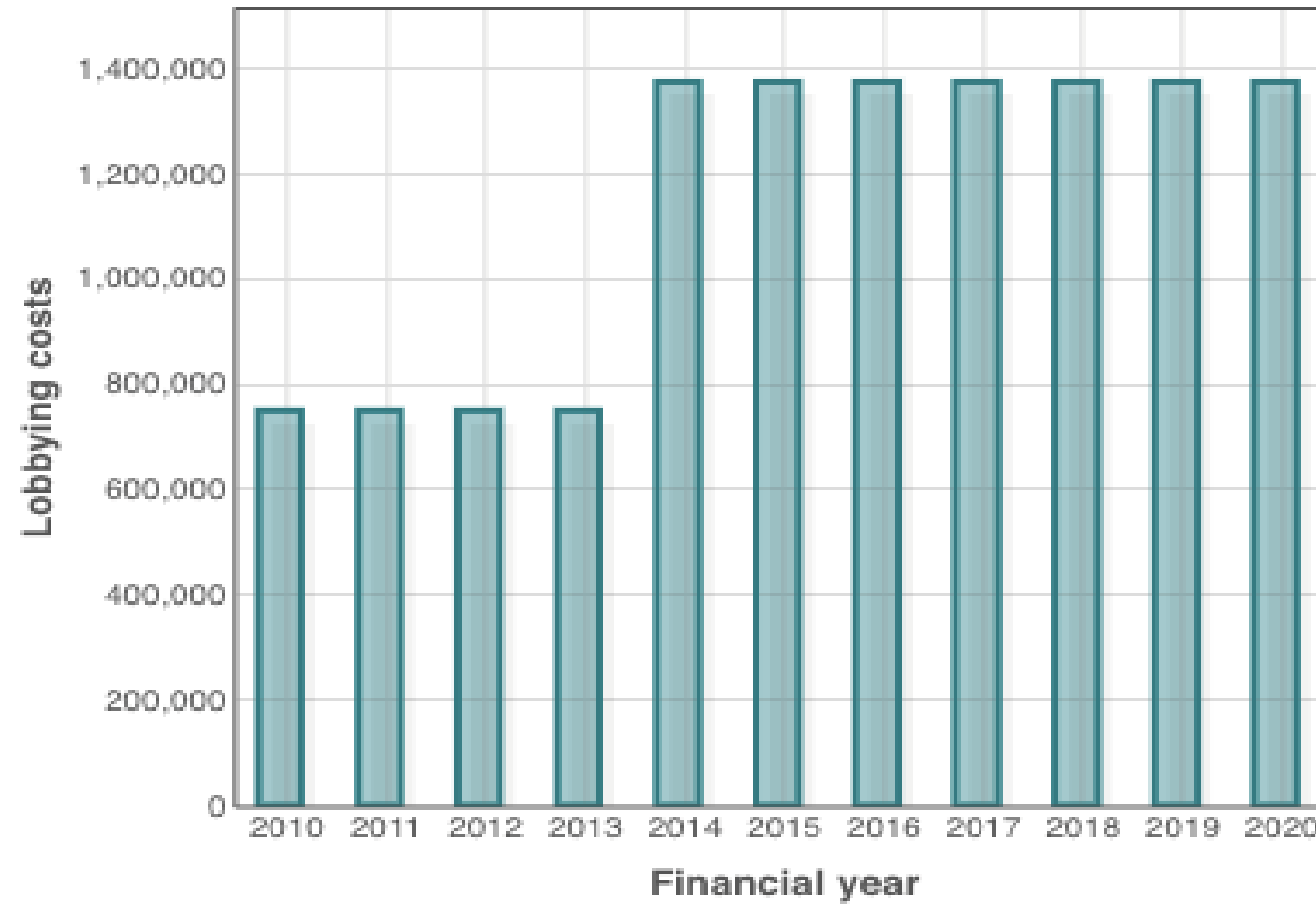
Affiliation

Die BMW Group ist Mitglied bei ACEA, ACEM, VDA, BritCham Brüssel, BusinessEurope Advisery & Strategy Group, vbw, ERTRAC, ERTICO, EGVA, ERT, FSA und EUCAR.

BMW Lobbying via Consultancy Agencies

- ▶ **The estimated annual costs attributable to activities covered by the Register:**
2.250.000 - 2.499.999€ (2021)
- ▶ **Consultancy Agencies in 2021:**
 - ▶ Friedrich30 GmbH & CO KG 50.000 - 99.999€
“Access of third parties to vehicle data (data governance)”
 - ▶ EUTOP 400.000 - 499.999€

LOBBYING COSTS OVER THE YEARS:



Last 7 meetings

- ▶ 10 Feb 2022 - Commissioner Nicolas Schmit - Skills, green transition initiatives, right to disconnect. (DG Jobs and Social Rights)
- ▶ 10 Feb 2022 - Anouk Faber Christoph Nerlich - Skills, green transition initiatives, right to disconnect. (DG Jobs and Social Rights)
- ▶ 18 Nov 2021 - Christoph Nerlich Anouk Faber - Preparatory meeting in view of a meeting with Ms Ilka Horstmeier, Member of the Board of Management of BMW AG, Human Resources, Labour Relations Director. (DG Jobs and Social Rights)
- ▶ 16 Jul 2021 - Santina Bertulesi - Right to disconnect (DG Jobs and Social Rights)
- ▶ 30 Jun 2021 - Executive Vice-President Frans Timmermans - Automotive in the Fit for 55 package (DG European Green Deal)
- ▶ 30 Jun 2021 - Commissioner Adina-Ioana Vălean - Decarbonisation of road transport (DG Transport)
- ▶ 30 Jun 2021 - Commissioner Johannes Hahn - Electrification in the automotive industry and transformation of the European Automotive Sector. (DG Budget and Administration)

Why is BMW Lobbying?

- ▶ German automotive industry - Particularly BMW and VDA - Lobbying against climate goals
- ▶ While publicly supporting the Paris Agreement, they are lobbying against climate regulations
- ▶ To weaken short-term climate regulations: higher CO2 emissions standards for light-duty vehicles
- ▶ Directly advocated to policymakers to oppose policies to phase out ICE vehicles in both Europe and Germany in February 2022
Speech to German Parliament

References

- ▶ <https://ec.europa.eu/transparencyregister/public/consultation/displaylobbyist.do?id=7193977808-18>
- ▶ <https://lobbyfacts.eu/representative/531f7bba168b4e5e9054dcbb868393e2/bayerische-motoren-werke-aktiengesellschaft>
- ▶ <https://lobbymap.org/company/BMW-Group/projectlink/BMW-Group-In-Climate-Change>
- ▶ <https://www.bmwgroup.com/en/company.html>
- ▶ <https://www.press.bmwgroup.com/global/article/detail/T0364013EN/electro-offensive-and-number-one-in-premium-segment:-bmw-group-posts-strong-sales-for-2021?language=en>
- ▶ <https://www.edie.net/bmw-toyota-and-other-major-carmakers-accused-of-lobbying-against-stronger-climate-policies/>
- ▶ <https://www.electrive.com/2021/11/15/german-carmakers-lobby-against-short-term-climate-targets/>